

## WEB DEVELOPMENT COORDINATOR

### Highlights

Adobe Photoshop, Acrobat, Dreamweaver \*Content Management Systems (CMS) \*MS Office (Word, Excel, PowerPoint, Outlook) \*Quark Xpress, Interactive Designer

### Accomplishments

- National conference presenter, Health Care Internet Conference: Leading the Digital Transformation, Nov.
- 2014 National conference presenter, Health Care Marketing and Physician Strategies Summit, May 2014 Interactive Media Awards (IMA) Best in Class Award for CentraCare web site, 2013 Graduate, St.
- Cloud Area Chamber of Commerce Leadership Development Program, 2007 Producer credit for 1999 Telly Award-winning and Aegis Award-winning video project, "Rena's Story" Writer/creative director/producer credits for four Healthcare Marketing Report Advertising Awards (national competition), 1999-2000 Writer/producer credits for six Lake Superior Ad Club (American Advertising Federation) Citations of Excellence, 1995-97.

### Experience

01/2012 to Current

Web Development Coordinator Company Name 1/4 City , State

- Direct the strategic development of CentraCare Health web properties Consistently deliver a rewarding user experience (UX) with web-based content, services and features Develop social media strategies and manage content assets on social platforms Actively monitor, evaluate and report on web analytics; assess successful measures and implement changes Collaborate with executives, leadership and staff to achieve best in class digital content and services Spearhead efforts to launch a consumer-focused, health and wellness blog Implement new online features to promote physicians and medical staff Create educational materials and conduct software training for staff Manage, inspire and motivate web department staff on ongoing enhancements to our digital footprint.

01/2000 to 01/2012

Web Marketing Specialist Company Name 1/4 City , State

- Directed and implemented health system web initiatives Built and maintained close relationships with health system leaders/stakeholders on web-related projects Evaluated and recommended content and features for health system web site Measured and increased web site traffic Successfully managed development and guided the launch of key consumer-focused web features, including online appointment requests, prescription refills and bill payment Acted on executive leadership's goal to be transparent with our quality and pricing data, and became the first in Minnesota to publish this data on our web site.

01/1997 to 01/2000

Marketing Specialist Company Name 1/4 City , State

- Developed, implemented and evaluated integrated marketing and advertising strategies for the hospital and key departments/product lines.
- Managed and directed marketing efforts, special events, educational programs and other promotional activities.

01/1996 to 01/1997

Special Events & Promotions Coordinator Company Name 1/4 City , State

- Developed and coordinated special events and promotions for agency clients.
- Prepared marketing proposals and budgets.
- Managed and coordinated creative department projects and production efforts.

01/1994 to 01/1996

Associate Creative Director Company Name 1/4 City , State

- Developed targeted marketing strategies and creative direction for agency clients.
- Managed and coordinated production efforts.
- Provided award-winning copywriting for ad campaigns, articles, promotional brochures, newsletters and targeted campaign materials for agency clients.

01/1993

Sales Consultant Company Name 1/4 City , State

- Promoted, sold and increased market share of national product lines distributed by the company.
- Coordinated educational and trade show events.
- Served as a liaison between product manufacturers and customers.

### Education

1997

Master of Arts degree : Communicating Arts mass communications University of Wisconsin-Superior 1/4 State GPA: GPA: 3.9 Communicating Arts mass communications GPA: 3.9

1992

Bachelor of Science : Mass Communications broadcast and international studies Bemidji State University 1/4 City , State GPA: Dean's list, NCAA Division III hockey cheerleader GPA: 3.4 Mass Communications broadcast and international studies Dean's list, NCAA Division III hockey cheerleader GPA: 3.4

#### Professional Affiliations

Talented digital content manager with more than 20 years of experience and success across the marketing and communications discipline. Highly skilled in web content development, SEO, web analytics, emerging media and digital marketing, as well as traditional marketing and communications strategies. Proven leader in connecting key audiences to desired products, services and information. Keen understanding of health care industry operations and practices.

#### Skills

Acrobat, Dreamweaver, Adobe Photoshop, ad, advertising, Agile, agency, brochures, Budget management, budgets, CMS, content, Content Management, copywriting, creative direction, clients, data analysis, Detail-oriented, E-business, educational materials, educational programs, e-mail, special events, features, UX, Leadership, marketing strategies, marketing, market, materials, Media planning, Excel, MS Office, Outlook, PowerPoint, Word, negotiator, newsletters, prescription refills, pricing, project management, proposals, purchasing, quality, Quark Xpress, Research, software training, Strategic development, Vendor relations, web site, articles